

The CNMC authorises, subject to commitments, the acquisition of Lázaro Soto by Salzillo Servicios Funerarios

- It includes the acquisition of three funeral parlours and a crematorium in the Region of Murcia.
- The commitments will ensure competition in the wholesale funeral parlour market in the municipality of Águilas.

Madrid, 15 January 2026. The Spanish National Markets and Competition Commission (CNMC) has authorised, in a second-phase review and subject to commitments, Salzillo Servicios Funerarios S.L. to acquire exclusive control of Lázaro Soto S.L. ([C/1579/25](#)). The operation affects the markets for retail funeral services, wholesale funeral parlour and crematorium services and the closely related funeral insurance market.

Salzillo operates in the Region of Murcia and is controlled by Albia and Funespaña, which belong to the Santa Lucía and Mapfre groups, both active in the funeral insurance market. This market has a vertical relationship with the provision of funeral services.

Lázaro Soto is present in the municipalities of Lorca, Águilas and in the hamlet of La Paca. The purchase includes the acquisition of its three funeral parlours in these municipalities and the crematorium located in Lorca.

Risks to competition

During the analysis of the transaction, the CNMC assessed the possible risks to competition that could arise from its clearance without commitments or conditions. To this end, it carried out a market and held consultations with various potentially affected stakeholders.

The analysis shows that the vertical strengthening resulting from the operation could jeopardise the viability of the only competitor of the Lázaro Soto Funeral Parlour in the municipality of Águilas.

Commitments proposed

To eliminate this risk, Salzillo submitted a series of commitments that must be complied with for a minimum of five years, extendable for a further two. Their

objective is to prevent the transaction from negatively affecting the economic viability of the sole competitor.

Specifically, the commitments consist of:

- The appointment by Mapfre of the manager of the competing funeral parlour in Águilas as a preferred provider of funeral services.
- The approval by Santa Lucía of the competing establishment in Águilas, through the signing of an agreement setting tariffs and conditions for the provision of services.

The CNMC considers that these commitments are sufficient to address the issues identified and will monitor their proper implementation, as well as the evolution of the effects of the operation on the market.

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